



Changes in Society
Jewish Society
The Market Driven Community

Jewish Winnipeg Demographics

Innovative Approaches to Judaism & Jewish Life
A Brief History of Jewish Winnipeg

Jewish Winnipeg Demographics

Society has changed. Tremendous leaps in industrialization and technology have changed the way people build communities and civil society since the first settlements in North America. The way individuals relate to each other and to organizations has a significant impact on how communities need to adapt. The following is the fourth in a series of papers prepared for use as background for the various community planning efforts undertaken by the Jewish Federation of Winnipeg in 2016.

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Key Trends

Age distribution: The immigrant population is primarily composed of families with children, and there is an observable phenomenon of families having another child or children after getting settled in their new country. As a result, the average age has decreased over the last fifteen years.

Population Diversity: The changing face and diversity of the community is clearly reflected in several statistics including:

- 25.4% of those who are married are intermarried. While this number is not significantly different than ten years earlier, the number for those under the age of 30 is a striking 75.6%
- Approximately 20% of the community moved to Winnipeg from another country in the last 15 years.
- The number of unattached individuals aged 25-44 increased by 36% from 2001 to 2011.

Jewish Geography: Geographically there is a continuing 40 year trend from north to south and more dispersed in neighbourhoods that are not traditionally “Jewish areas”.

Income and the Cost of Living Jewishly: The majority of Jewish Winnipeggers live in middle income households. While average income is not increasing, the cost of Jewish memberships, tuition, and fees has been increasing. It is notable that lone parent families are generally disadvantaged in the area of income as compared with two parent families, and the number of single parent families rose by 45% from 2001 to 2011.

Poverty: Poverty is comparable to the Canadian Jewish community levels overall. However note that the child poverty rate in the Jewish community doubled over ten years to 20% in 2011.

The Jets and the Jews – the Winnipeg Economy: While there is nothing Jewish about the Jets, the excitement that is evident in the community over the return of NHL Hockey to Winnipeg is reflective of the optimistic economic outlook for Manitoba. A diverse economy and generally low rates of unemployment continue to make Manitoba a good place to live. Alternatively, there is some evidence that Winnipeg is not entirely immune to downsizing and some layoffs in specific areas.

Most of the information provided in this paper is available due to the national initiative of Jewish Federations of Canada/UIA to analyze the data about Jewish communities that can be extracted from the Canadian Census/National Household Survey. This happens every ten years to maximize the investment in obtaining data and several years to analyze the information, enabling communities to identify significant trends and changes.

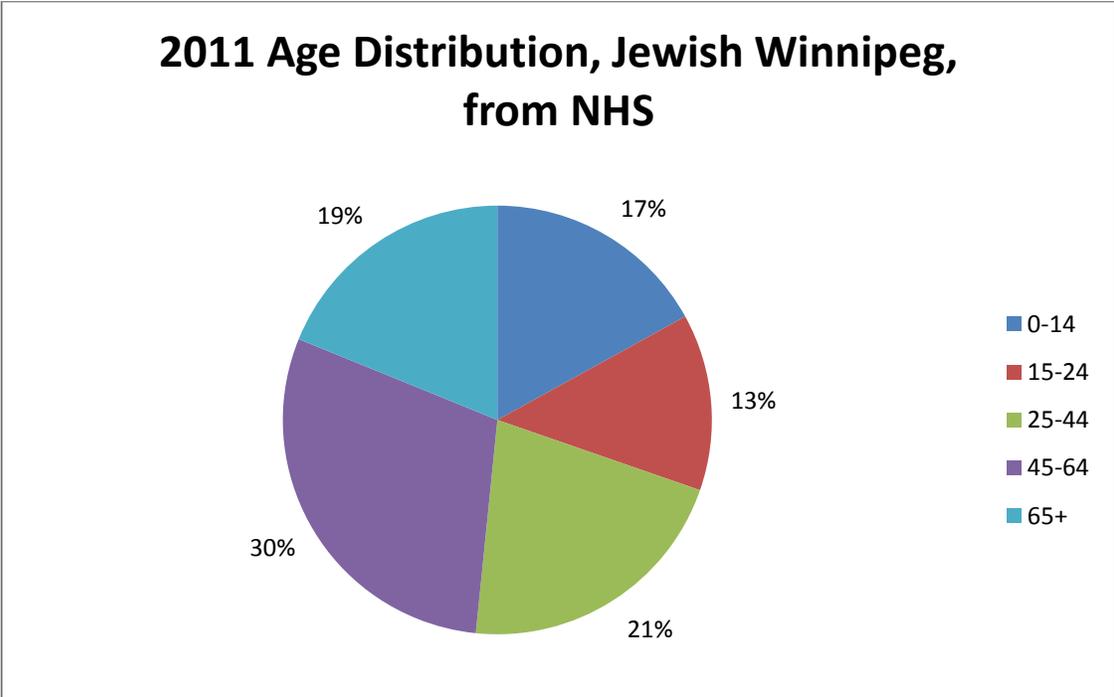
1. Population

Overall, Winnipeg has the fifth largest Jewish community in Canada, with the total Jewish population from the NHS numbering 13,690 in 2011, comprising 1.9% of Winnipeg.

Jews are the twelfth largest ethnic group, and the third largest by religious affiliation in Winnipeg.

2. Age

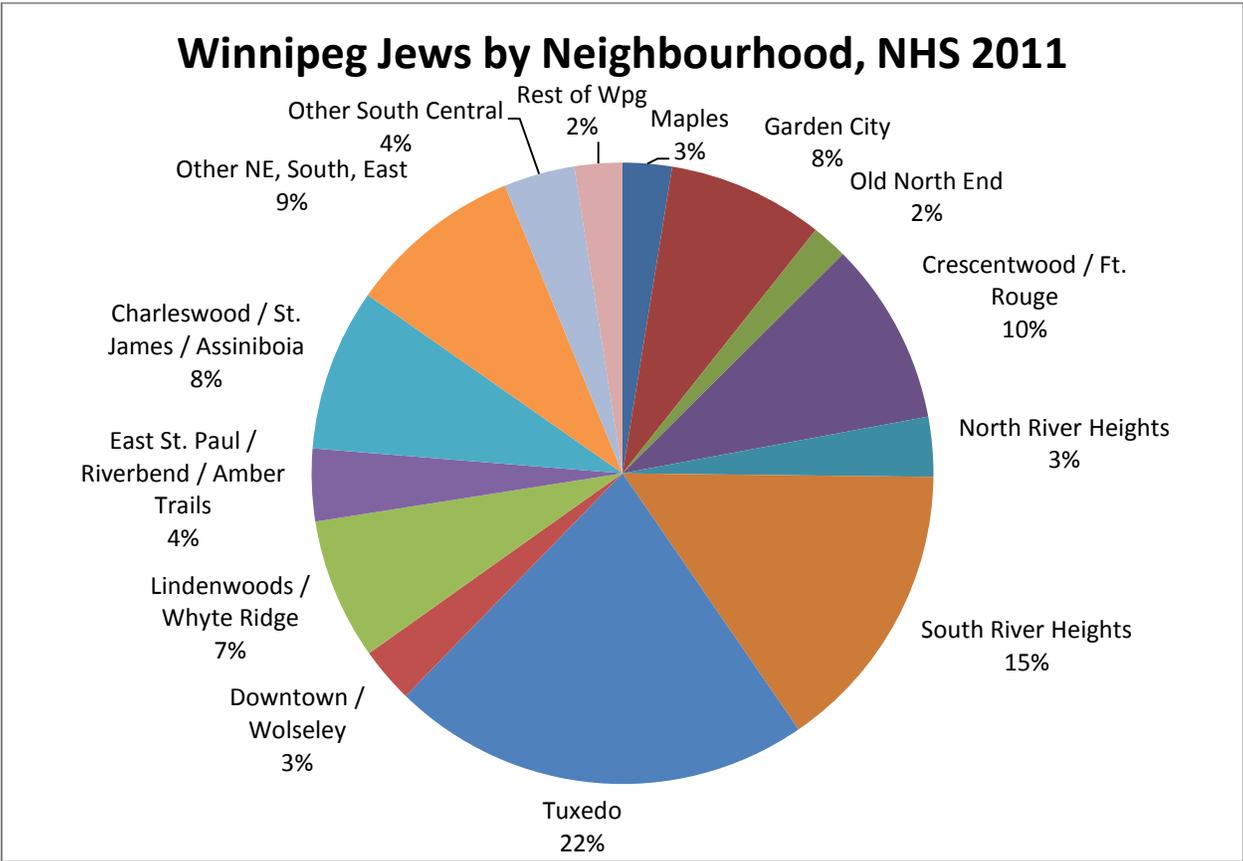
The median age of the Winnipeg Jewish community decreased slightly from 2001 to 2011. The percentage of 15-24 year olds in the community has increased slightly and the percentage of 65+ has decreased slightly to **43.1 years**.



3. Geography

Geographically the community continues to move farther south and become more dispersed than 40 years ago.

Overall, 55% of the community lives in the broad southern area of the city (River Heights/Tuxedo/Lindenwoods/Charleswood), and another 17% in the northern part of Winnipeg (Garden City and the like). New population trends that are significant from the 2011 National Household Survey are the 9% of the population who live in areas of the city such as St. Vital, Transcona and East Kildonan, indicating a much more dispersed community than ever before.



Tuxedo (14.7%) and South River Heights (13.2%) have the highest density of Jews. Six of fourteen geographic areas increased in Jewish population, the largest gain was in Lindenwoods/Whyte Ridge. Garden City’s Jewish population decreased by 1,420 individuals.

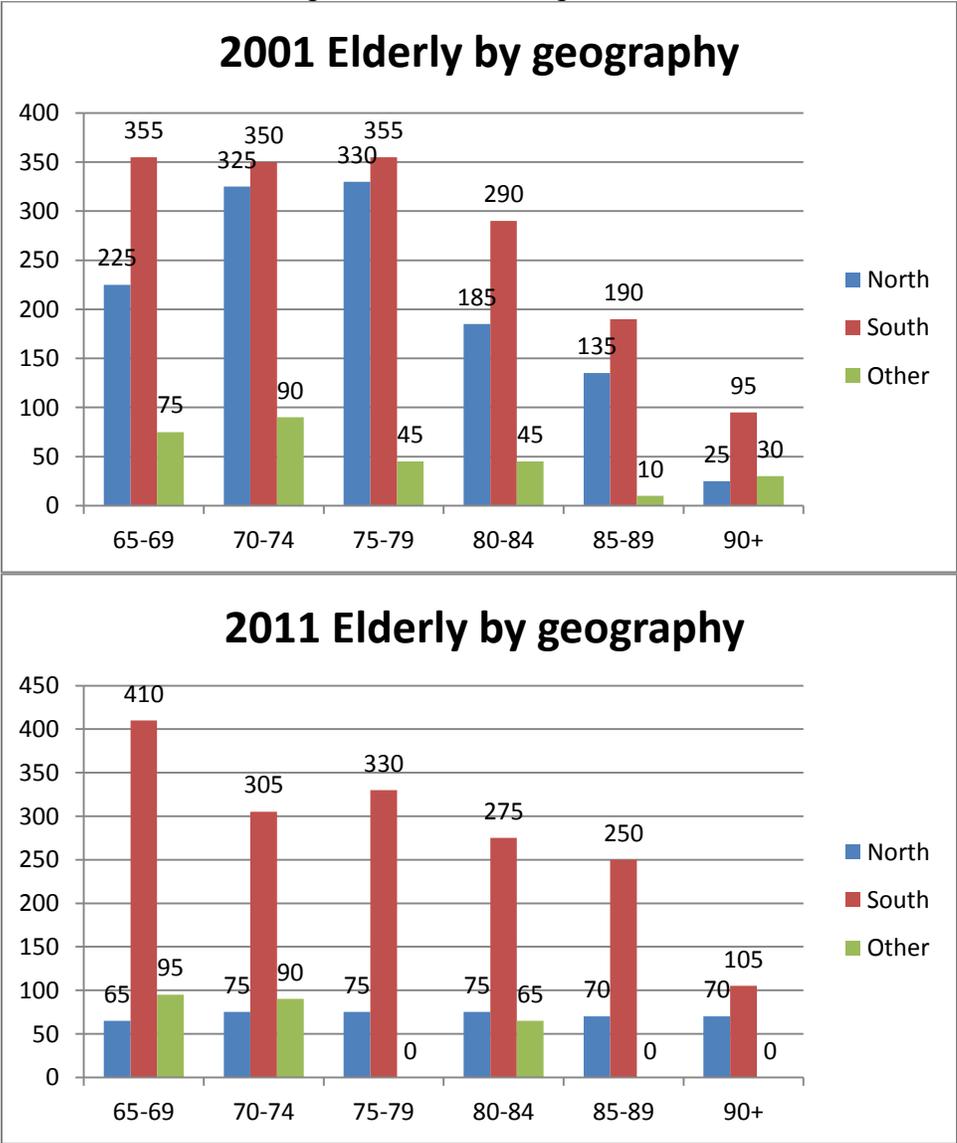
Tuxedo has the highest number of children, of teens, of baby boomers and almost a third of Jewish seniors. South Rivers Heights has the largest number of Jews 25-44.

4. Seniors

The number of Jewish seniors has decreased, contrary to projections done a decade earlier. But as Baby Boomers come into the 65-74 age group, the number is again expected to increase.

It is notable that not all seniors are counted in the NHS. The decrease would lead to the question “Where did all the seniors go?” How many reside in Assisted Living facilities which were not counted in the NHS? How many are moving to other cities after retirement to follow their children? How many are living in non-Jewish Personal Care Homes (PCHs are also not counted in the NHS)?

The shift from North End neighbourhoods is significant.



Dispersion of Elderly

| <u>2001 Definition of north/south</u> | | | <u>Expanded definitions of North/South/Other</u> | | |
|---------------------------------------|-------|-----|--|-------|-----|
| North | 480 | 19% | North | 550 | 21% |
| South | 1,685 | 65% | South | 1,870 | 72% |
| Other | 415 | 16% | Other | 160 | 6% |
| | 2,580 | | | 2,580 | |

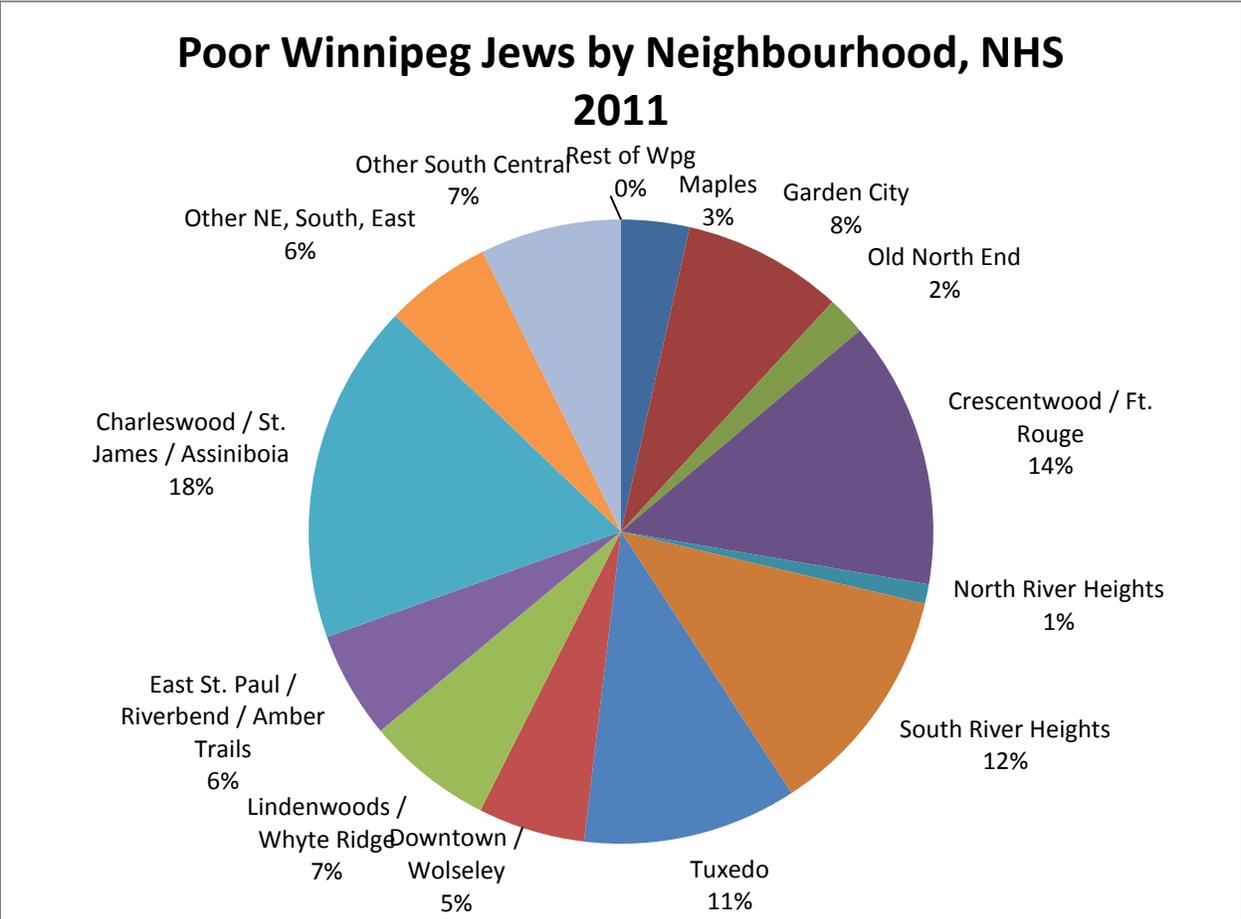
Elderly by Neighbourhood

| | | District | Total Jewish Elderly 65+ |
|-------|--|--|--------------------------|
| North | Expanded Definition of North/South/Other | | |
| South | | | |
| Other | | | |
| North | North | Maples | 20 |
| North | North | Garden City | 390 |
| North | North | Old North End | 70 |
| South | South | Crescentwood / Ft. Rouge | 455 |
| South | South | North River Heights | 45 |
| South | South | South River Heights | 385 |
| South | South | Tuxedo | 800 |
| Other | Other | Downtown / Wolseley | 30 |
| Other | South | Lindenwoods / Whyte Ridge | 100 |
| Other | North | East St. Paul / Riverbend / Amber Trails | 70 |
| Other | South | Charleswood / St. James / Assiniboia | 85 |
| Other | Other | Other NE, South, East | 80 |
| Other | Other | Other South Central | 50 |
| | | Total Winnipeg CMA | 2,580 |

5. Jewish Poverty

The level of child poverty is 20.2%, almost double that of 2001. This bears further exploration including any correlation to the rise of single parent families, generational poverty, an observable rise in addictions in the JCFS caseload, etc.

One in seven elderly Jews is poor, including 19.8% of those in the Crescentwood/Ft. Rouge area, 14.4% of those in Tuxedo, and 14.1% of elders in Garden City. These are all areas with concentrations of seniors in apartment building and condominiums.



6. Jewish Families

The make-up of families affects program planning in determining market and marketing factors. For instance there are more single adults in the North American Jewish community than there were 50 years ago based on changes and society and this fact is driving new kinds of programming for single adults. In the Winnipeg Jewish community:

- 44.6% increase in Winnipeg Jews living in single parent families, equaling one in seven children. Lone parent families are often an indicator of lower income, child care and transportation challenges to get kids to programs.
- 45.4% of all the Jews who live alone are seniors. This factor has often driven the need for outreach to ensure seniors are not isolated. Transportation has been a challenge for twenty years, and despite strides in funding (through the Tallman Fund of the Jewish Foundation of Manitoba) continues to be a funding and availability problem for seniors on fixed incomes.
- 73% of Jews have married at least once by the age of 45, up from just 5.2% at the age of 25. Later marriage is thought to account for lower birth rates than the general population. The birth rate is consistently under 2, while the level required for community sustainability is 2.1.

7. Inter-marriage

What size is the community that we serve if we count non-Jewish family members? Jews marrying non-Jews has been a fact for several generations. The continued evidence of this phenomenon does not imply, as was thought at what one time, that children will not be identified as Jews. In the Winnipeg Jewish community:

- 25.4% of those who are married are intermarried. While this number is not significantly different than ten years earlier, the number for those under the age of 30 is a striking 75.6%.
- About one quarter of Jewish children under the age of 15 are growing up in intermarried households. About a quarter are identified as Jews by their parents, more than half have no religion and the rest have another religious affiliation. Mothers have a significant influence on the religious affiliation of the child.

8. Immigration

20% of Everyone: A recent report on the full experience with GrowWinnipeg, the Federation's strategy for building population and promoting immigration to the community, highlighted the positive impacts of more than 5000 arrivals over fifteen years. Notably more than 70% of those who came as MB Nominees with JFW recommendations are not only living in the community but continue to be connected with the Federation or JCFS in some way.

The full report identifies benefits, patterns of immigration, costs and future considerations. The following are notable in the context of the full demographic profile of the community.

In understanding our cultural makeup, it is valuable to note that while the Jews of Winnipeg before 2000 were primarily Ashkenazi and of Eastern European origin, 83.6% were born in Canada. In 2011, one in every 5 Jews in Winnipeg moved to the community from another country in the previous ten years. The diversity of language and source countries is growing and evident in large events like the Yom Ha'atzmaut celebration where the breadth of the community gathers in one place.

The impact of GrowWinnipeg has been significant. The arrival of more than 5000 immigrants to our community has contributed people, diversity, volunteers, donors, active leaders, Jewish community professionals and vitality that is evident everywhere in Jewish community.

9. The Pew Report

The PEW report, when it was released in 2013, had commentators around the world sounding alarm bells. Some of the most learned and prestigious leaders and thinkers in the Jewish world were and are foretelling the waning of non-Orthodox Judaism, the shrinking numbers of Jews with weakening identification, and more. They may be right. But there is a "glass half full" perspective.

The Pew Research Center released the report in October 2013 titled "A Portrait of Jewish Americans". Some of the highlights are indeed daunting:

- A full 32% of Millennials (born after 1980) in the United States, who identify themselves as Jewish in some way, do not identify as Jewish by religion.
- The intermarriage rate for Jews who have married since 2005 is 58%, the overall rate is 44%. For respondents who did not have a Jewish denomination, what the report calls "Jews of no Religion", the rate is 70%.
- 42% of respondents say that "Having a sense of humor" is part of what it means to be Jewish while only 19% chose "Observing Jewish Law" as one of their answers.

- Only 56% “Jews by religion” responded “Very important” to the question “How Important is Being Jewish in Your Life?” but 94% of all Jews “are proud to be Jewish “.
- 37% of intermarried families are not raising their children as Jewish.

So “what is the glass half full of!” you might ask. The arguments 40 years ago were that intermarriage would decimate Jewish communities. But the prediction of our demise was premature.

- 20% of intermarried families in the survey are raising their kids as Jewish and another 25% are raising their kids as partly Jewish and another 16% are just Jewish. That glass is actually 2/3 full!
- All of the 32% of Millennials above identified as Jewish in some way, though not as a religion.
- Jews who are Jewish by religion are heavily involved in educating their kids in dayschool and camps and supporting Israel.
- 70% of Jewish respondents participated in a seder last year.
- And we can always remind ourselves that Canadian communities are different. Out here in Winnipeg, we’re more connected than in most communities our size.

Clearly communities are going to need that Jewish sense of humour to get through. There is a transformation happening in Jewish life and Jewish communities.

The changes may include the waning of Conservative synagogues as Daniel Gordis suggests in his article “Requiem for a Movement”. But the rise of independent minyans, online communities, modern Orthodox options and pluralistic approaches are not insignificant. Michael Freund, in the Jerusalem Post, roundly criticizes Federations for ignoring the alarm bells at the GA, but our Federation has approved a Jewish Engagement Strategy and is working collaboratively with synagogues to connect more Jews.

The responses needed to the alarm bells ringing in the media and Jewish community board rooms all over North America will require a lot of listening to the Millennials and young Jews. It will require new low cost models for being part of Jewish life. It will require participative and engaging approaches to Judaism that involve smaller groups more often than larger institutions.

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Part 1 Basic Demographics
Part 2 Jewish Populations in Geographic Areas
Part 3 Jewish Seniors
Part 4 The Jewish Poor
Part 5 The Jewish Family
Part 6 Intermarriage
Parts 7 & 8 – *Draft only* on Immigration

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